

1 Jamaican Canadian Association

Capitol Campaign

Campaign target: \$3Million

Campaign length: 3 years

2 Capitol Campaign Support

- Charitable Foundations
- Corporate Campaign
- Independent Community Businesses
- Major Gifts (Individuals)
- Planned Giving (bequests, gifts of art, stock, life insurance)
- Public Sector Support
- Special Events

3 Positioning Statement

- For 36 years the Jamaican Canadian Association has responded to the needs of Caribbean and Afro-Canadian families.

4 Launch Strategies *a High Commissioner February or March*

- Possible sponsorship by Jamaican Consulate
- Target Date: February 1999
- Launch Capitol Campaign by introducing JCA Major Gifts Plan

5 Campaign Communications

- Theme: "Many families make up a community"
- Unified graphic look

6 Public Relations

- Use JCA-friendly media to encourage support
- List schedule of capitol campaign events
- Thank sponsors and supporters publicly
- Theme: "Many families make up a community"
- Unified graphic look

7 Advertising and Other Promotions *

- Point of Purchase displays in Caribbean retail outlets
- Community Booths in Local Malls
- JCA Office Displays (including satellite offices)
- Direct mail packages to professionals and Black Business Community
- IN-FOCUS insert to staff and membership

8 Timing of Brick Campaign

- December 1998 - Community Booths in Local Malls
- December 1998 - Community Booths in Superstores
- January 1999 - Direct Mail Campaign to Professionals
- February 1999 - Point of Purchase Displays in Caribbean Retail Outlets
- February 1999 - IN-FOCUS insert to staff and membership

9 □ Pricing

- Buy a Brick for \$10.00
- Build the Children's Playroom for \$100.00 (Professionals)
- Build the Community Economic Development Room for \$100.00 (Business Community)

10 □ Distribution Strategies

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- Retail Outlets
- Shopping Malls
- Direct Mail Segmented Markets
- Database Marketing
- Point of Purchase Displays
- Local JCA-Friendly Media

11 □ International

- Caribbean Trade Consulates
- African Trade Consulates
- South and Central American Trade Consulates

12 □ Measurements of Success

- Meeting Campaign Targets
- Increased Capital Revenue
- Favourable Media Coverage
- Extensive Fundraising Portfolio
- Increased Number of Community Contacts and Relationships
- Greater Interest in the Jamaican Canadian Association